Questionnaire Topic Areas

Strada Education Network seeks to provide actionable insights around both students’ overall undergraduate experiences and the impact of that experience on their education-to-work journey. Below are the topics covered in the survey:

1. Introduction and screening items, gender, age, highest completed level of education, bachelor’s institution attended, year of enrollment, year of graduation, majors/primary areas of study
2. Value of education experience
3. Impact of undergraduate education experience on life and school affinity
4. Skill development during undergraduate education
5. Current employment and graduate school status
6. Career satisfaction
7. Impact of undergraduate education on employment
8. Demographic items, student loan information, parental education, race/ethnicity
Methodology

The data in this report has been weighted to reflect actual dispositions of gender, age at graduation, and fiscal year of graduation for bachelor’s degree recipients from Southwestern University between the fiscal years of 2000 and 2019.*

**AUDIENCE**
- Southwestern University bachelor’s degree completers from fiscal years 2000-2019
- **TOTAL:** n=341 (n-size fluctuates on questions due to non-response)

**MODE**
- Online Survey

**LENGTH**
- 11 minutes

**DATES**
- January – March 2020

**GEOGRAPHY**
- National

*May include those who graduated during the calendar year of 1999 but are included in the fiscal year of 2000. Fiscal year 2000 is defined as July 1, 1999 through June 30, 2000.*
Summary Findings
Overall Perceptions and Ratings

### Recommend

How likely are you to recommend Southwestern University to someone considering applying and enrolling in an undergraduate program?

- **Extremely likely**: 43%
- **Very likely**: 30%
- **Somewhat likely**: 21%
- **Not very likely**: 4%

*(n=319)*

### Workforce Preparation

My experience at Southwestern University prepared me for the work force ... well

- **Extremely**: 24%
- **Very**: 37%
- **Somewhat**: 31%
- **Not very**: 3%

*(n=319)*

### Relative Preparation

Compared to my peers who graduated from other institutions, I was...prepared

- **Much better**: 32%
- **Somewhat better**: 37%
- **Neither**: 21%
- **Somewhat less**: 7%
- **Much less**: 2%

*(n=319)*
## Overall Perceptions and Ratings by Sub-Groups

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Recommend</th>
<th>Workforce Preparation</th>
<th>Relative Preparation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Likelihood to recommend Southwestern University to someone considering applying and enrolling in an undergraduate program (VERY/EXTREMELY LIKELY)</td>
<td>Southwestern University experience prepared me for the workforce (VERY/EXTREMELY WELL)</td>
<td>Compared to my peers who graduated from other institutions, I was...prepared (MUCH/SOMEWHAT BETTER PREPARED)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>72%</td>
<td>61%</td>
</tr>
<tr>
<td>Students of Color</td>
<td></td>
<td>74%</td>
<td>61%</td>
</tr>
<tr>
<td>First Generation Students</td>
<td></td>
<td>72%</td>
<td>61%</td>
</tr>
<tr>
<td>Female Students</td>
<td></td>
<td>74%</td>
<td>63%</td>
</tr>
<tr>
<td>Non-Traditional Students</td>
<td></td>
<td>100%</td>
<td>76%</td>
</tr>
<tr>
<td>Graduated in past 10 years</td>
<td></td>
<td>77%</td>
<td>62%</td>
</tr>
<tr>
<td>(n=319)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students of Color</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Generation Students</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female Students</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Traditional Students</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduated in past 10 years</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Benefit Scores

To better understand the education-to-work journey, Strada has created 5 Net Benefit Profiles related to students’ undergraduate experiences, more specifically:

1. **Value**: Perceived value of a bachelor’s degree, both in terms of monetary and opportunity gains.

2. **Life impact**: Impact the undergraduate education experience has had on the life of alumni.

3. **Career Satisfaction**: Satisfaction with current career as well as the ability to provide for one’s family.

4. **Skill Development**: Whether the undergraduate experience helped develop key skills.

5. **Affinity**: The strength of alumni connection to and engagement with an institution.

Benefit Scores are used throughout this report to show the relative positive or negative score of each item. These scores are calculated by subtracting the bottom two box scores from the top two box scores (45%-40%=5% in above example). These benefit scores are then averaged to create a Net Benefit Score.
Net Benefit Profile

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>63</td>
</tr>
<tr>
<td>Life Impact</td>
<td>70</td>
</tr>
<tr>
<td>Career Satisfaction</td>
<td>55</td>
</tr>
<tr>
<td>Skill Development</td>
<td>51</td>
</tr>
<tr>
<td>Affinity</td>
<td>61</td>
</tr>
</tbody>
</table>

- Value includes:
  - Is worth the cost
  - Makes/made me an attractive candidate for potential employers
  - Makes/made me an attractive candidate for graduate or professional school

- Life Impact includes:
  - Success at work
  - Community engagement
  - Financial circumstances
  - Quality of life

- Career Satisfaction includes:
  - Satisfaction with current job/career
  - I can successfully provide for my/my family’s needs

- Skill Development includes:
  - Critical Thinking/Problem Solving
  - Verbal Communication/Speaking
  - Writing
  - Leadership
  - Data Analysis/Statistics
  - Teamwork
  - Digital Literacy/Expertise
  - Math, Finance/Accounting
  - Project Management
  - Ability to learn new things
  - Creativity

- Affinity includes:
  - When someone praises …, it feels like a personal compliment
  - If a story in the media criticized …, I would feel embarrassed
  - It’s important to me to remain engaged with …

BASE: All who answered.
Net Benefit Scores in each category computed using these questions: Value (Q200), Life Impact (Q205), Career Satisfaction (Q700/Q715), Skill Development (Q500), Affinity (Q215).
Detailed Findings
Net Benefit Profile
Value Score: 63

Key Demographics

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE: All who answered. (n=339)</td>
<td></td>
</tr>
</tbody>
</table>

Q200. To what extent do you agree or disagree with the following statements?

- My bachelor's degree was worth the cost
  - Strongly disagree: 6%
  - Somewhat disagree: 11%
  - Neither: 12%
  - Somewhat agree: 31%
  - Strongly agree: 38%
  - Value Score: 52

- My bachelor's degree makes me an attractive candidate to potential employers
  - Strongly disagree: 10%
  - Somewhat disagree: 16%
  - Neither: 41%
  - Somewhat agree: 31%
  - Strongly agree: 1%
  - Value Score: 61

- My bachelor's degree makes me an attractive candidate for graduate or professional school
  - Strongly disagree: 3%
  - Somewhat disagree: 16%
  - Neither: 34%
  - Somewhat agree: 46%
  - Strongly agree: 1%
  - Value Score: 77

BASE: All who answered. (n=339)
Q200. To what extent do you agree or disagree with the following statements?
Net Benefit Profile
Life Impact Score: 70

Success at Work
- Very negative impact: 1%
- Somewhat negative impact: 1%
- No impact: 10%
- Somewhat positive impact: 34%
- Very positive impact: 54%

Quality of Life
- Very negative impact: 2%
- Somewhat negative impact: 8%
- No impact: 40%
- Somewhat positive impact: 48%

Community Engagement
- Very negative impact: 0%
- Somewhat negative impact: 23%
- No impact: 36%
- Somewhat positive impact: 40%

Financial Circumstances
- Very negative impact: 7%
- Somewhat negative impact: 15%
- No impact: 20%
- Somewhat positive impact: 42%
- Very positive impact: 16%

BASE: All who answered. (n=336)
Q205. Thinking about your undergraduate education experience at Southwestern University, what impact has it had on your life in the following areas...?
Net Benefit Profile
Career Satisfaction Score: 55

Career satisfaction (How satisfied are you in your current job/career?)
- Not at all: 2%
- Not very: 6%
- Somewhat: 19%
- Very: 39%
- Extremely: 33%

I can successfully provide for my family's needs (How well does this describe your income?)
- Not at all: 7%
- Not very well: 7%
- Somewhat well: 26%
- Well: 31%
- Very well: 28%

BASE: All who answered.
Questions in order of appearance: Q700 (n=305), Q715 (n=305)
### Net Benefit Profile

**Skill Development Score: 51**

<table>
<thead>
<tr>
<th>Skill</th>
<th>Not at all</th>
<th>Not very much</th>
<th>Some</th>
<th>Quite a bit</th>
<th>A great deal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Thinking/Problem Solving</td>
<td>2%</td>
<td>7%</td>
<td>27%</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Ability to learn new things</td>
<td>2%</td>
<td>9%</td>
<td>27%</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>Writing</td>
<td>3%</td>
<td>9%</td>
<td>34%</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td>Verbal Communication/Speaking</td>
<td>2%</td>
<td>18%</td>
<td>30%</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Leadership</td>
<td>6%</td>
<td>24%</td>
<td>32%</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Teamwork</td>
<td>7%</td>
<td>24%</td>
<td>37%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Creativity</td>
<td>6%</td>
<td>28%</td>
<td>36%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Project Management</td>
<td>5%</td>
<td>9%</td>
<td>27%</td>
<td>33%</td>
<td>26%</td>
</tr>
<tr>
<td>Digital Literacy/Expertise</td>
<td>6%</td>
<td>15%</td>
<td>37%</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>Data Analysis/Statistics</td>
<td>10%</td>
<td>22%</td>
<td>25%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Math, Finance/Accounting</td>
<td>16%</td>
<td>28%</td>
<td>29%</td>
<td>14%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Summary Findings**

**Detailed Findings**

**Appendix**

**Peer Benchmarks**

**BASE:** All who answered. (n=328)

**Q500:** How much did your education help you develop the following skills?
Net Benefit Profile
Affinity Score: 61

When someone praises Southwestern University it feels like a personal compliment
- Strongly disagree: 3%
- Somewhat disagree: 3%
- Neither: 10%
- Somewhat agree: 39%
- Strongly agree: 45%

It's important to me to remain engaged with and supportive of Southwestern University
- Strongly disagree: 10%
- Somewhat disagree: 21%
- Neither: 43%
- Somewhat agree: 24%

If a story in the media criticized Southwestern University I would feel embarrassed
- Strongly disagree: 4%
- Somewhat disagree: 12%
- Neither: 16%
- Somewhat agree: 43%
- Strongly agree: 24%

BASE: All who answered. (n=335)
Q215. To what extent do you agree or disagree with the following statements?
Developed Skills: Value Perceptions

BASE: All Who Answered Both Questions. (n=298)
Q500. How much did your education help you develop the following skills?
Q725. Looking at the same list of skills you reviewed earlier in the survey, please indicate how valuable each one is in your current job.
### Perspectives on Student Loans

<table>
<thead>
<tr>
<th>Total Borrowed in Student Loans</th>
<th>% (n=319)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $5,000</td>
<td>1%</td>
</tr>
<tr>
<td>$5,000-$15,000</td>
<td>6%</td>
</tr>
<tr>
<td>$15,001-$25,000</td>
<td>7%</td>
</tr>
<tr>
<td>$25,001-$50,000</td>
<td>18%</td>
</tr>
<tr>
<td>$50,001-$75,000</td>
<td>13%</td>
</tr>
<tr>
<td>$75,001-$100,000</td>
<td>7%</td>
</tr>
<tr>
<td>$100,001-$150,000</td>
<td>6%</td>
</tr>
<tr>
<td>$150,001-$200,000</td>
<td>1%</td>
</tr>
<tr>
<td>$200,001 or more</td>
<td>0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
</tr>
<tr>
<td>$0/None</td>
<td>34%</td>
</tr>
</tbody>
</table>

#### It was Worth Taking Out Student Loans to Get My Bachelor’s Degree (n=183)*

- **Agree**: 53%
- **Disagree**: 29%
- **Strongly disagree, 11%**
- **Somewhat disagree, 18%**
- **Neither, 18%**
- **Strongly agree, 25%**

---

*BASE: Took out student loans.

Q1000A. Approximately how much, if any, did you borrow in student loans to obtain your bachelor’s degree from Southwestern University?

Q1000B. To what extent do you agree or disagree with the following statement?
## Perceived Value of Bachelor’s Degree By Sub-Groups

### Cost Value

<table>
<thead>
<tr>
<th>Sub-Groups</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (n=339)</td>
<td>70%</td>
</tr>
<tr>
<td>Students of Color (n=60)</td>
<td>68%</td>
</tr>
<tr>
<td>First Generation Students (n=47)</td>
<td>68%</td>
</tr>
<tr>
<td>Female Students (n=234)</td>
<td>74%</td>
</tr>
<tr>
<td>Non-Traditional Students (n=7)</td>
<td>88%</td>
</tr>
<tr>
<td>Graduated in past 10 years (n=186)</td>
<td>68%</td>
</tr>
</tbody>
</table>

### Career Value

<table>
<thead>
<tr>
<th>Sub-Groups</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>My bachelor's degree makes me an attractive candidate to potential employers (SOMETHAT/STRONGLY AGREE)</td>
<td>73%</td>
</tr>
<tr>
<td>Total (n=339)</td>
<td>73%</td>
</tr>
<tr>
<td>Students of Color (n=60)</td>
<td>68%</td>
</tr>
<tr>
<td>First Generation Students (n=47)</td>
<td>70%</td>
</tr>
<tr>
<td>Female Students (n=234)</td>
<td>77%</td>
</tr>
<tr>
<td>Non-Traditional Students (n=7)</td>
<td>52%</td>
</tr>
<tr>
<td>Graduated in past 10 years (n=186)</td>
<td>74%</td>
</tr>
</tbody>
</table>

### Graduate Education Value

<table>
<thead>
<tr>
<th>Sub-Groups</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>My bachelor’s degree makes/made me an attractive candidate for graduate or professional school (SOMETHAT/STRONGLY AGREE)</td>
<td>80%</td>
</tr>
<tr>
<td>Total (n=339)</td>
<td>80%</td>
</tr>
<tr>
<td>Students of Color (n=60)</td>
<td>70%</td>
</tr>
<tr>
<td>First Generation Students (n=47)</td>
<td>73%</td>
</tr>
<tr>
<td>Female Students (n=234)</td>
<td>81%</td>
</tr>
<tr>
<td>Non-Traditional Students (n=7)</td>
<td>52%</td>
</tr>
<tr>
<td>Graduated in past 10 years (n=186)</td>
<td>77%</td>
</tr>
</tbody>
</table>

**BASE:** All who answered.

**Q200:** To what extent do you agree or disagree with the following statements?
Demographics

Gender (n=341)
- Female: 61%
- Male: 39%
- No Answer: 0%
- Another gender identity: 0%

Current Age (n=341)
- 18-24: 11%
- 25-34: 55%
- 35-44: 33%
- 45-54: 1%
- 55-64: 0%
- 65+: 0%

Graduation Year* (n=341)
- 2016-2019: 21%
- 2011-2015: 25%
- 2006-2010: 30%
- 2000-2005: 24%
- Before 2000: 0%

Hispanic/Latinx Origin (n=341)
- Yes: 12%
- No: 87%
- No Answer: 1%

Race/Ethnicity** (n=341)
- White: 82%
- Native Hawaiian or Other Pacific Islander: 0%
- Black or African American: 1%
- Asian: 2%
- American Indian or Alaska Native: 1%
- Multi-race: 2%

*Self-selected calendar year of graduation.
**Excludes unknown.
Net Benefit Profile: Peer Benchmarks
Strada is also providing peer benchmarks for the 5 Net Benefit Profiles related to students' undergraduate experiences discussed on the prior slides. Each institution is benchmarked against its peers using the following categories*

1. **Private institutions**
   1. Defined as any private institution regardless of the number of undergraduate enrollees
   2. 23 participating schools
2. **Small/medium public institutions**
   1. Defined as public institutions with less than 10,000 undergraduate enrollees
   2. 3 participating schools
3. **Large public institutions**
   1. Defined as public institutions with 10,000 or more undergraduate enrollees
   2. 5 participating schools

* Your institution is peer benchmarked to private institutions.

**Peer Benchmark Score**

The Peer Benchmark Net Benefit Profile Score (PB) is an aggregate score of other institutions that also participated in this research from October 2019 to April 2020 and are similar to your institution in undergraduate enrollment and public/private status as reported by the Integrated Postsecondary Education Data System (IPEDS) College Navigator.

Strada is providing the Aggregate, High, and Low Peer Benchmark Net Benefit Profile Scores for each group.
Peer Benchmarking: Net Benefit Profile

**Items Included in the Benefit Profile**

- Is worth the cost
- Makes/made me an attractive candidate for potential employers
- Makes/made me an attractive candidate for graduate or professional school
- Success at work
- Community engagement
- Financial circumstances
- Quality of life
- Satisfaction with current job/career
- I can successfully provide for my/my family’s needs
- Critical Thinking/Problem Solving
- Verbal Communication/Speaking
- Writing
- Leadership
- Data Analysis/Statistics
- Teamwork
- Digital Literacy/Expertise
- Math, Finance/Accounting
- Project Management
- When someone praises …, it feels like a personal compliment
- If a story in the media criticized …, I would feel embarrassed
- It’s important to me to remain engaged with …

*Highest and lowest Net Benefit Profile Score among peer institutions

**Please note:** Two question items (“Ability to learn new things” and “Creativity”) were added to the Skill Development Benefit Profile in the Omega test phase. These items are reflected in your Net Benefit Profile scores but are not included in the Peer Benchmarking Profile scores as they did not exist in previous iterations of testing.

**Key Demographics | Summary Findings | Detailed Findings | Appendix | Peer Benchmarks**